

By: Hannah-Kate Marrs

Public Media Relations Specialist Rutherford County Solid Waste

Background

- Public Relations degree, MTSU
- Full time: July 6, 2015
- Problem: Landfill closure, misinterpretation of Solid Waste, Recycling
- Solution: Operation: Rutherford Recycles



- Important information outages
- Regular updates on all sites
- Make Operation: Rutherford Recycles a brand
- FUN social media presence

Guidelines

- Post 5-10 times a week (Facebook)
- "The 4 C's"
- AIDA
- "Some people are lazy. Make it as easy as possible to get your content shared."

Tactics Used

- "Poster" Posts
- Annual "The Art of Recycling" Art Competition
- **Annual School PSA Competition**
- "I Support Operation: Rutherford Recycles"



Murfreesboro Public Works Facility, 4765 Florence Road in Murfreesboro Hours: Drop off during normal operational hours

No flocking, lights, icicles, or ornaments permitted.

Lee Victory Recreation Park, 110 Sam Ridley Parkway East in Smyrna Dates: December 26, 2015 - January 11, 2016 Hours: 6 a.m. - 11 p.m. Phone: (615) 459-9773

No commercial dumpin

No flocking, lights, icicles, or ornaments permitted.

LaVergne Public Works, 148 International Blvd, in LaVergne Dates: December 26, 2015 - Mid January

Hours: Drop off during normal operational hours Phone: (615) 793-9891

No flocking, lights, icicles, or ornaments permitted.

There is no drop off in Eagleville. Residents are permitted to use the above-listed drop-off

NOTE: The 14 Recycling Centers do not accept Christmas trees for disposal.

For more information, please email hkmarrs@rutherfordcountytn.gov or call Rutherford Count

I SUPPORT



Tactics Used (Cont.)

- Facebook Contests/Give-a-ways
- Public Service Announcements
 - <u>https://www.youtube.com/watch?v=tBhElkDGU</u>

H8

Tactics Used (Cont.)

- Website Revamp
- Community Posters



WE SUPPORT



OUR LANDFILL WILL CLOSE IN 10-12 YEARS!

Because of the growing population of Rutherford County, Middle Point Landfill is expected to close in 10-12 years. To help postpone trash disposal fees for residents, we need your participation now with Operation: Rutherford Recycles!





www.Facebook.com/Operation.Rutherford.Recycles

FOLLOW US FOR MORE INFORMATION!



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WE WOULD LOVE TO HEAR YOUR INPUT! CONTACT US AT

Hkmarrs@RutherfordCountyTN.gov or (615) 898-7739

Tactics Used (Cont.)

• Pictures, pictures, pictures!





 Interchangeably post (Twitter to Facebook, Facebook to Twitter)

Operation: Rutherford Recycles

- Like us on Facebook!
 - www.Facebook.com/Operation.Rutherford.Recycles
- Follow us on Twitter!
 - www.Twitter.com/Operation_RR
- Check out our website!
 - www.SolidWaste.RutherfordCountyTN.gov
- Any Questions? Email us!
 - HKMarrs@RutherfordCountyTN.gov